



School of Graduate
and Professional
Education



MA in Strategic Communication & Public Relations

Course Schedule

ACADEMIC YEAR 2020–2021

FALL 2020-21 / SEPTEMBER 21 (M) - DECEMBER 19 (SAT)

CN 6001	PUBLIC RELATIONS STRATEGY	3 cr.	R	M	18:30-21:30
CN 6015	INTERCULTURAL COMM AND INTERNATIONAL PR	3 cr.	E	T	18:30-21:30
CN 6011	CRISIS COMMUNICATION MANAGEMENT	3 cr.	R	T	18:30-21:30
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES	3 cr.	R	W	18:30-21:30
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	3 cr.	R	W	18:30-21:30
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	3 cr.	R	TH	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	R	TH	18:30-21:30
CN 6460	THESIS IN STRATEGIC COMMUNICATION	3 cr.	R	NA	NA

WINTER 2020-21 / JANUARY 7 (TH) - APRIL 6 (TU)

CN 6011	CRISIS COMMUNICATION MANAGEMENT	3 cr.	R	M	18:30-21:30
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	3 cr.	R	T	18:30-21:30
CN 6017	PR AND THE NEW MEDIA	3 cr.	R	T	18:30-21:30
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	3 cr.	R	T	18:30-21:30
CN 6007	STRATEGIC CORPORATE COMMUNICATION	3 cr.	E	W	18:30-21:30
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES	3 cr.	R	W	18:30-21:30
CN 6010	MEDIA AND COMMUNICATION THEORY	3 cr.	R	TH	18:30-21:30
CN 6030	MULTIMEDIA APPLICATIONS FOR COMM CAMPAIGNS	3 cr.	E	TH	18:30-21:30
CN 6460	THESIS IN STRATEGIC COMMUNICATION	3 cr.	R	NA	NA

SPRING 2020-21 / APRIL 13 (TU) - JULY 24 (SAT)

CN 6010	MEDIA AND COMMUNICATION THEORY	3 cr.	R	M	18:30-21:30
CN 6020	EFFECTIVE COMMUNICATION SKILLS	3 cr.	E	T	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	R	T	18:30-21:30
CN 6001	PUBLIC RELATIONS STRATEGY	3 cr.	R	W	18:30-21:30
CN 6004	COMMUNICATION FOR THE TOURISM INDUSTRY	3 cr.	E	W	18:30-21:30
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	3 cr.	R	TH	18:30-21:30
CN 6017	PR AND THE NEW MEDIA	3 cr.	R	TH	18:30-21:30
CN 6460	THESIS IN STRATEGIC COMMUNICATION	3 cr.	R	NA	NA

** THESIS duration: 2 terms or 26 weeks

R: Required

E: Elective